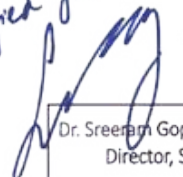


7.1.1_SCMC_Gender sensitisation_2018-2019

Sr. No.	Name of the event
01	Guest Session by Sandhya Taksale
02	Guest Session by Ashwani Bhakoo
03	Guest Session by Saumya Baijal
04	Guest Session by Smruti Koppikar

Verified for NAAC



Dr. Sreeram Gopalkrishnan
Director, SCMC

7.1.1 Measures initiated by the Institution for the promotion of gender equity.

Report 2018-19

Why We Need Gender Sensitization On University Campuses? Is a question we ask ourselves when we focus on issues pertaining to gender sensitivity, The answer is that it is a basic requirement to understand the sensitive needs of a particular gender.

The need for this sensitivity has been felt and realised through times immemorial and in almost all kinds of human existence, across the globe. It helps us to examine our personal attitudes and beliefs and question the 'realities' that we thought we know Educational spaces instil thought and make one have a perception that they believe, this can be done on campus through various activities like debates, discussions, seminars, theatrical performances and other forms of arts.

SCMC has taken an initiative to understand the seriousness of this and tried to inculcate this in the curriculum to make an effort to Sensitise not just students, but also the staff members with Workshop focusing on the issue of gender sensitisation.

This Academic Year SCMC students have undergone four Guest Session conducted by Ms.Sandhya Taksale, Mr.Ashwani Bhakoo, Ms.Saumya Baijal and Ms. Smruti Koppikar. Where Ms.Taksale the former executive editor for Sakal Times' weekly magazine- Saptahik Sakaltalked about how patriarchy has subdued female voices since times immemorial focusing on how equality is mis-intrepreted as simply equal treatment for all the sexes, but equality of opportunity to let them onto a level playing field that can make up for the years of oppression.

4/22/2020

Symbiosis Centre of Media and Communication Mail - Fwd: timetable



Nishita Jain <nishita.jain@scmc.edu.in>

Fwd: timetable

Swapnil Yadav <swapnil.yadav@scmc.edu.in>

Tue, Apr 21, 2020 at 3:18 PM

To: Nishita Jain <nishita.jain@scmc.edu.in>

PFA.....Sandhya Taksale (Guest Session)

----- Forwarded message -----

From: **ashwiinii pingle** <ashwiinii.pingle@scmc.edu.in>

Date: Sat, Sep 15, 2018 at 1:43 PM

Subject: Fwd: timetable

To: Batch 2019 <19@scmc.edu.in>

Guest sessions are always mandatory

--

Ashwiinii Pingle,

Sr. Co-ordinator, Symbiosis Centre for Media & Communication (SCMC)

Ranked as India's Best Mass Comm College by the annual India Today-Nielsen surveys in 2013, 2014

(Story, Video), 2015, 2016 (Story, Video) & 2017

A Department of Symbiosis International University (SIU) under the Faculty of Media, Communication & Design (FoMCD)

Re-accredited by NAAC with 'A' Grade

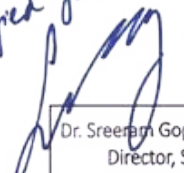
Survey # 231, off New Airport Road, Viman Nagar, Pune 411 014, Maharashtra, India

Tel : +91 20 26634511, 12, 13, 14, 15; +91 20 64109996 / 30037365

Facebook | YouTube | Blog | Instagram | Twitter | LinkedIn | MediaPedia

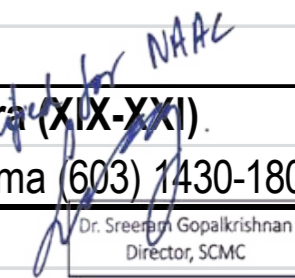
[Quoted text hidden]

 **Time Table.xlsx**
16K


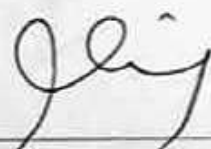





Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

Sep 17-22, 2018

TIME TABLE – SEMESTER V (MC), BATCH OF 2019

DAY/TIME		1000-1100 hours	1115-1215 hours	1230-1330 hours	1430-1530 hours	1545-1645 hours	
MON 17	J	CLASS TEST III 0930-1030 Hrs	Sreeram G, Dr (XXIV) Overview of Non-fiction Filmmaking (602)	Amitabh DasGupta (XI)	Shirin Abbas, Dr (XXVII-XXVIII)		
	R			SR: (Assignment) (502)	LaDfPP (CL)		
	A			Anjali Agrawal (XXIII-XXV)			
	V			Introduction to Production Management (603)			
TUE 18	J	Jenson Joseph, Dr (IX) FfBaUM (602)	Sandhya Taksale (I-II)		Partha Biswas (I-II)		
	R		Guest Session (603)		Guest Session (603)		
	A		Understanding Cinema (Screening) (602)		Anjali Agrawal (XXVI-XXVII)		
	V		Introduction to Production Management (503)				
WED 19	J	Field Visit					
	R						
	A	Ankita Brahmi (XXIV-XXX)					
	V	Introduction to Scenic Design (Class Assignment) (603) 1000-1800 HRs					
THU 20	J	Ravindra Katyayan, Dr (XX-XXIV)					
	R	Journalism in Hindi (502)					
	A	Baidurya Chakrabarti, Dr (I)	Jenson Joseph, Dr (X)	Sreeram G, Dr (XXV)	Baidurya Chakrabarti, Dr (III-IV)		
	V	EMP (3 Min Film) (502)	FfBaUM (603)	Non-fiction Filmmaking (603)	Understanding Cinema (603)		
FRI 21	J	Ravindra Katyayan, Dr (XXV-XXIX)					
	R	Journalism in Hindi (502)					
	A	Sreeram G, Dr (XXVI-XXVII)			Ajit Duara (XIX-XXI)		
	V	Overview of Non-fiction Filmmaking (603)			Understanding Cinema (603) 1430-1800 Hrs		
SAT 22	J	Amitabh DasGupta (XXV-XXVI)				 Dr. Sreeram Gopalkrishnan Director, SCMC	
	R	CM (503)					
	A	Field Visit					
	V						

Guest Log_Sandhya Taksale

No.	Date	Name of Guest Faculty	Topic covered	Time	hrs	Batch & Sem	Sign
	8/9/18	Aziz - Khan	PR on General and Sports	11:15 to 1:30	2 Hrs	2019 (E) PR	
	14/9/18	Raj Bharushali	Events / Experiential Marketing & Talent Management	4:30-		2019 V CM	
	15/9/18	Zubair Poonawala.	PR - Intro & understanding of the industry.	10:45-1:00 & 2:00-4:15	4 hr	2021 sem I	
	15/9/18	Anugrah Gopinath	CREATIVE THINKING & DECODING A CREATIVE BRIEF	11:15 to 1:30	2 Hrs	2019 V AD	
	18/9/18	Sandhya Taksale	GENDER JUSTICE & MEDIA	11:15 to 1:30	2 Hrs	2019 V JR	
	"	Partha Biswas	Rural + Economics Reporting	2:30 to 4:45	2 Hrs	2019 V JR	
	22/9/18	Anand Jain	Principles of Management application to TV channels or production houses	11 to 1:00 & 2:00 to 4:00	4 hr	2021 Sem I	

ATTENDANCE SHEET SCMC BATCH OF 2014-'17 JOURNALISM

Guest Session

Anupam Siddhartha
Open House (602)

Mandakavya Guest Session
Gender Reporting (603)

Sandhya Taksale

R #	Name	Date 09/08/16	Time 10:00	Date 09/08/16	Time 11:15	Date 09/08/16	Time 12:30
1201	Aishwarya Rajgopalan			✓		✓	
1203	Labanya Maitra	<i>Labanya</i>		✓		✓	
1205	Devyani Chaitanya Nighoskar	<i>Devyani</i>		✓		✓	
1211	Shayonnita Mallik	<i>Shayonnita</i>		✓		✓	
1216	Neha Hebbale	<i>Neha</i>		✓		✓	
1217	Varun Sushil Pradhan			✓		✓	
1219	Shingita Ghosh	<i>Shingita</i>		✓		✓	
1228	Gayathri Anuradha Y	<i>Gayathri</i>		✓		✓	
1238	Sanket Jain	<i>Sanket</i>		✓		✓	
1243	Tarana Rajkumar Emmanuel	<i>Tarana</i>		✓		✓	
1244	Rhea Dangwal			✓		✓	
1248	Vaibhavi Khanwalkar	<i>Vaibhavi</i>		✓		✓	
1250	Rashmeet Taluja	<i>Rashmeet</i>		✓		✓	
1278	Abdul Ahad Naushad			✓		✓	
1280	Anjali Sharma	<i>Anjali</i>		✓		✓	
1281	Tanvi Agarwal			✓		✓	
1288	Divya Ajay Bhan	<i>Divya</i>		✓		✓	
1289	Indranil Datta	<i>Indranil</i>		✓		✓	
1293	Haripriya Suresh	<i>Haripriya</i>		✓		✓	
1294	Anmol Saini	<i>Anmol</i>		✓		✓	
1296	Anandi Saha	<i>Anandi</i>		✓		✓	

Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

SANDHYA TAKSALE

Photographs_Sandhya Taksale

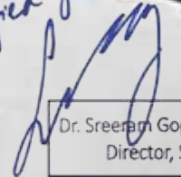
Coordinates-

18.5663° N, 73.9076° E

Location-

Symbiosis Centre for Media & Communication
Symbiosis Campus, Symbiosis Road, Viman Nagar,
Pune, Maharashtra 411014

Verified for NARC



Dr. Sreeram Gopalkrishnan
Director, SCMC



SYMBIOSIS CENTRE FOR MEDIA & COMMUNICATION

Department of Symbiosis International (Deemed University)

(Established under Section 3 of the UGC Act 1956)

Re-Accredited by NAAC with 'A' grade | Awarded Category – I by UGC

Founder: Prof. Dr. S. B. Mujumdar, M.Sc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

GUEST LECTURE: MS. SANDHYA TAKSALE (SPECIALISED REPORTING)

“It is the male voice that still prevails.”

This quote sums up most of the guest lecture that was conducted by Ms. Sandhya Taksale on Gender Justice and the Media. Ms. Taksale is the former executive editor for Sakal Times' weekly magazine- Saptahik Sakal and is currently working with a Children's Book Publisher.

Her lecture started with a background of how patriarchy has subdued female voices since times immemorial. Talking about equality, Ms. Taksale cleared out how equality doesn't mean simply equal treatment for all the sexes, but equality of opportunity to let them onto a level playing field that can make up for the years of oppression that they have endured. After looking at this issue from a historical perspective and understanding its evolution, the lecturer started trying to get the students of the class to pin point out the simple stereotypes are so deeply ingrained in our daily lives even today that we often tend to overlook them. Pay gap is a classic example of how gender discrimination is rampant even today amongst educated classes.

The discussion then shifted to how media is also a field which not only reflects this gender inequality but also ends up reinforcing it often as they set the discourse for society. While 41% of the field reporters and editors are comprised by a female workforce, 63% of the top management positions are taken by men. While this is the scene backstage, even in front of the camera the stats are against the fairer sex. Only 24% of the news subjects daily are women. This is how skewed the representation of our country's media is.

Another issue that the lecture touched upon was how sensitive gender issues should be reported by the media. For example the reporting of a molestation case should use the word “survivor” instead of “victim” and also vow to not reveal their identity in any way. Gender justice is not an isolated issue as caste, politics, class issues always get intermingled. It is very crucial to not compromise the case's authenticity. Sensitivity for the third gender and gender queer should also be present while reporting.

On a concluding note, Ms. Sandhya added the positive efforts that are being carried out in the country to bring about gender equality. One of such efforts is NWMI which aims at linking women journalists in India and conducting various researches. Inclusion, not exclusion, is the key to gender justice.

Dr. Sreeram Gopalkrishnan
Director, SCMC

Payment_Sandhya Taksale

17-10-2016	Cr	17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Ms. Jyoti Kapur Das towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/567	3,000.00
	Cr	17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Mr. Hemant Apte towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/568	6,000.00
	Cr	17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Ms. Sandhya Taksale towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/569	3,000.00
	Cr	17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Ms. Ashwani Bhakoo towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/570	6,000.00
	Cr	17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Ms. Tanvi Gandhi towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/571	3,000.00

Verified for NAAC

3,000.00

Dr. Sreeram Gopalkrishnan
Director, SCMC

4/22/2020

Symbiosis Centre of Media and Communication Mail - Fwd: timetable



Nishita Jain <nishita.jain@scmc.edu.in>

Fwd: timetable

Swapnil Yadav <swapnil.yadav@scmc.edu.in>
To: Nishita Jain <nishita.jain@scmc.edu.in>

Tue, Apr 21, 2020 at 3:24 PM

PFA..... Ashwani Bhakoo

----- Forwarded message -----

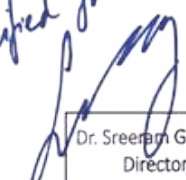
From: **Swapnil Yadav** <swapnil.yadav@scmc.edu.in>
Date: Fri, Aug 3, 2018 at 4:29 PM
Subject: Fwd: timetable
To:

Revised Time Table

P.F.A.....

[Quoted text hidden]

 **Time Table -2021 .xlsx**
15K

Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

AUGUST 06-11, 2018

TIME TABLE – SEMESTER I, BATCH OF 2021

		0930-1030 hours	1045-1145 hours	1200-1300 hours	1400-1500 hours	1515-1615 hours
MON 06	A	CLASS TEST I	S Gopalkrishnan, Dr (VIII)	Vidyabhushan Arya (VIII)	Amitabh Dasgupta (IV)	Anupam Siddhartha (I) Open House (501) Attendance Mandatory
	B		FoM (604)	TaCiP (501)	MCRI (604)	
	C		Shirin Abbas (VIII)	Snehal Galande (V)	MCRI (501)	
	D		MiE (501)	ItMBS (604)		
TUE 07	A	Ananya Mehta (VII)	Milinda Natu (VII-VIII)		J Kumar (V-VI) Business Automation Tools (CL)	
	B	BCT (501)	Introduction to Aesthetics & Visual Communication (501)		Practical B-Y (Library / Photography Laboratory)	
	C	Sagar Kamath (VII)	Shirin Abbas (IX)	Suhas Gatne (VI)	Milinda Natu (VII-VIII)	
	D	MitWC-ECTtWW (604)	MiE (604)	FoP (604)	Introduction to Aesthetics & Visual Communication (501)	
WED 08	A	Sagar Kamath (VIII)	Shirin Abbas (IX)	Suhas Gatne (VII)	Media Content Review I (501)	
	B	MitWC-ECTtWW (501)	MiE (604)	FoP (604)		
	C	Jenson Joseph,Dr (VI)	Media Content Review I (501)		J Kumar (V-VI) Business Automation Tools (CL)	
	D	Basic Sociology (604)			Practical D-Z (Library / Photography Laboratory)	
THU 09	A	Jenson Joseph,Dr (VII)	S Gopalkrishnan, Dr (IX)	Shirin Abbas (X)	Practical A-Z (Library / Photography Laboratory)	
	B	Basic Sociology (501)	FoM (604)	MiE (501)	J Kumar (V-VI) Business Automation Tools (CL)	
	C	Sagar Kamath (VIII)	Shirin Abbas (X)	Suhas Gatne (VII)	Media Content Review I (501)	
	D	MitWC-ECTtWW (604)	MiE (501)	FoP (604)		
FRI 10	A	Ashwani Bhakoo (I-II)		Suhas Gatne (VIII)	J Kumar (VII-VIII) Business Automation Tools (CL)	
	B	Guest Lecture (Mandatory Attendance) (604)		FoP (501)	Practical B-Z (Library / Photography Laboratory)	
	C	Jenson Joseph,Dr (VII)	Snehal Galande (VI)	Ananya Mehta (VIII)	Media Content Review I (501)	
	D	Basic Sociology (501)	ItMBS (501)	BCT (604)		

Verified for NAAAC
Dr. Sreedhar Gopalkrishnan
Head, BCC

11th August, 2018
Dne

Ashwani Bhakoo
Guest Lecture

Snehal Galande

SCMC BATCH OF 2018-21 GROUP C ATTENDANCE SHEET Date: 11-Aug-18

R#	Name	Time 9:30 am - 10:30 am	Time 10:45 am - 11:45 am	Time 12:00 pm - 1:00 pm
2001	Shraddha Panday	✓	✓	○ x
2003	Parvathi SajivKumar	✓	✓	✓
2017	Nikhita Awal	✓	✓	✓
2020	Krishangi Ghai	✓	✓	✓
2023	Shreya Chowdhary	✓	✓	✓
2029	Simran Soni	✓	✓	✓
2031	Riya Thorat	✓	✓	✓
2038	Riya Rohatgi	✓	✓	✓
2047	Tanushi Bhatnagar	✓	✓	✓
2049	Ishika Sharma	✓	✓	✓
2051	Jainil Shastri	✓	✓	✓
2054	Angkuran Dey	✓	✓	✓
2055	Priyal Yadav	✓	✓	✓
2059	Bavana Gane	✓	✓	✓
2065	Abhinav Singh	✓	✓	✓
2072	Shashwat Chaturvedi	○ x	✓	✓
2075	Anantjeet SinghDutt	✓	✓	✓
2078	Prakriti Jain	✓	✓	✓
2080	Arya Mishra	✓	✓	✓
2085	Awkwanama Subba	✓	✓	✓

Dr. Sreeram Gopalkrishnan
Director, SCMC



2074	Patricia Basu	✓	✓	✓
2076	Shreya Fotedar	✓	✓	✓
2077	Arsha Dewan	✓	✓	✓
2084	Alisha Pagay	✓	✓	✓
2092	Praneet Ghosh	✓	✓	✓
2102	Snigdha Mudi	✓	✓	✓
2104	Aditi Chavan	✓	✓	✓
2105	K Vishal Rao	✓	✓	✓
2109	Samden Lama	✓	✓	✓
2116	Anupama Menon	✓	✓	✓
2119	Sonal Agarwal	✓	✓	✓
2120	Rhea Vinod	✓	✓	✓
2123	Sanjay Nair	✓	✓	✓
2132	Ngawang Zangmo	✓	✓	✓
2138	Arjun Singla	✓	✓	✓
2139	Riddhi Gopalani	✓	✓	✓

Signature of Resource Person :

Bhakoo

Dr. Sreeram Gopalkrishnan
Director, SCMC



2089	Spriha Barla	✓	✓	✓
2097	Sanchi Barsagade	✓	✓	✓
2100	Sanchita Mondal	✓	✓	✓
2101	Prateek Ghosh	✓	✓	✓
2106	Rithika Barua	✓	✓	✓
2111	Sangey Tsering	✓	✓	✓
2115	Pranav Unnikrishnan	✓	✓	✓
2121	Antariksh Nadkarni	✓	✓	✓
2122	Sanuja Sanil	✓	✓	○ x
2124	Rhea Krishnan	✓	✓	✓
2126	Krithika Iyer	✓	✓	✓
2129	Pallavi Biju	✓	✓	✓
2134	Sonam Thinley Choden	✓	✓	✓
2136	Harshwardhan Sisodia	✓	✓	✓
2143	Brahmi Dhayதாக	✓	✓	✓

Signature of Resource Person :

Dr. Sreeram Gopalkrishnan
Director, SCMC



Ashwani Bhakoo
Guest Lecture
SCMC BATCH OF 2018-21 GROUP D ATTENDANCE SHEET Date: 11-Aug-18

Snehal Galande

R#	Name	Time 9:30 am - 10:30 am	Time 10:45 am - 11:45 am	Time 12:00 pm - 1:00 pm
2006	Akshit Gupta	✓	✓	✓
2007	Mayank Agarwal	✓	✓	✓
2008	Filza Shaikh	✓	✓	✓
2016	Sukanya Ahuja	✓	✓	✓
2018	Khushi Kayeless	✓	✓	✓
2022	Shashank B	✓	✓	○ x
2024	Srnjayi Jain	✓	✓	✓
2030	Muskaan Chawla	✓	✓	✓
2035	Radha Bele	✓	✓	✓
2041	Moksha Tamma	✓	✓	✓
2044	Suprasanna Dindigal	✓	✓	✓
2045	Joshua James	✓	✓	○ x
2048	Apurvha Tripathi	✓	✓	✓
2056	Sakshi Raikar	✓	✓	✓
2057	Avinav Ghosh	✓	✓	✓
2060	Apoorv Mahajan	✓	✓	✓
2062	Rajreeta Ghosh	✓	✓	✓
2063	Rupali Rastogi	✓	✓	✓
2070	Anamika Chakravarty	✓	✓	✓
2031	Richa Pherwani	✓	✓	✓

Dr. Sreeram Gopalkrishnan
Director, SCMC



THANK YOU FOR VISITING AND IMPARTING KNOWLEDGE

AT

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

We would appreciate your feedback so we can learn from it.

• INTERACTION WITH STUDENTS:

The session was interactive and the students response to the talk on Emotional Wellness. Many students wanted to volunteer for helping out at the NGO for social work.

• OVERALL EXPERIENCE:

Great. interacting with young budding minds

• PROBLEMS FACED:

NIL

• ANY SUGGESTIONS:

Start a Peer Educator Program for a continued learning of creating caring communities.

Thank you, once again.

FACULTY NAME:

DATE: 11 Aug 18

SIGNATURE:

Bhakoo

Dr. Sreeram Gopalkrishnan
Director, SCMC

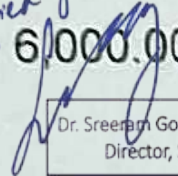


॥ वसुधैव कुटुम्बकम् ॥
SCMC

Payment_Ashwini Bhakoo

as per approval. attached.

Cr 17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Ms. Ashwani Bhakoo towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/570	6,000.00
Cr 17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Ms. Tanvi Gandhi towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/571	3,000.00
Cr 17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Mr. Nihar Harsabnis towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/572	6,000.00
Cr 17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Ms. Anusree Menon towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/573	3,000.00
Cr 17101005 - BOI 0290 (SCMC) P <i>Being amount paid to Mr. Vishnu Dhas towards Honorarium Guest Lecture charges. as per approval. attached.</i>	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/574	6,000.00
Cr 17101005 - BOI 0290 (SCMC) P	Bank Payment - SCMC - P	SCMC-P/Bank/P/15-16/575	3,000.00

Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

4/22/2020

Symbiosis Centre of Media and Communication Mail - Fwd: timetable



Nishita Jain <nishita.jain@scmc.edu.in>

Fwd: timetable

Swapnil Yadav <swapnil.yadav@scmc.edu.in>
To: Nishita Jain <nishita.jain@scmc.edu.in>

Tue, Apr 21, 2020 at 3:15 PM

[PFA... Saumya Baijal guest session](#)

----- Forwarded message -----

From: **ashwiinii pingle** <ashwiinii.pingle@scmc.edu.in>
Date: Fri, Jul 13, 2018 at 3:40 PM
Subject: Fwd: timetable
To: Batch 2019 <19@scmc.edu.in>

Guest sessions are always mandatory

Students,

Note the schedule of NLE Round one practicals (This is other than regular schedule)

Time 1700-1900 hrs

Monday	16th July	AV group A
Tuesday	17th July	AV group C
Wednesday	18th July	JR group A
Thursday	19th July	AV group D

Ashwiinii Pingle,

Sr. Co-ordinator, Symbiosis Centre for Media & Communication (SCMC)

Ranked as India's Best Mass Comm College by the annual India Today-Nielsen surveys in 2013, 2014 (Story, Video), 2015, 2016 (Story, Video) & 2017

A Department of Symbiosis International University (SIU) under the Faculty of Media, Communication & Design (FoMCD)

Re-accredited by NAAC with 'A' Grade

Survey # 231, off New Airport Road, Viman Nagar, Pune 411 014, Maharashtra, India

Tel : +91 20 26634511, 12, 13, 14, 15; +91 20 64109996 / 30037365

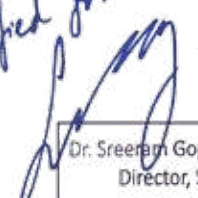
Facebook | YouTube | Blog | Instagram | Twitter | LinkedIn | MediaPedia

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Swapnil V Yadav

Assistant-Co ordinator Symbiosis Centre for Media & Communication (SCMC)

Ranked as India's Best Mass Comm College by the annual India Today-Nielsen surveys in 2013, 2014 (Story, Video), 2015, 2016 (Story, Video) & 2017

Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

Time Table_Saumya Baijal

JUL 16-13, 2018





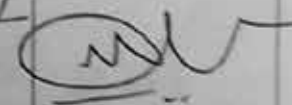


TIME TABLE – SEMESTER V (CM), BATCH OF 2019

DAY/TIME		1000-1100 hours	1115-1215 hours	1230-1330 hours	1430-1530 hours	1545-1645 hours
MON 16	A D	Vidyabhushan Arya (III) MCR V (CA) 602	Poonam Bhandari (XVII-XVIII) Organizational Behaviour (503)		Supratik Ghatak (XI-XII) Fundamentals of Social Media Communication (CL)	
	P R		Supratik Ghatak (XI-XII) Fundamentals of Social Media Communication (CL)		Poonam Bhandari (XVII-XVIII) Organizational Behaviour (503)	
TUE 17	A D		Kavitha Iyer (XII) FoIMC (602)	Snehal Galande (XV) Marketing Research (602)	Adip Roy (XXII-XXIII) Business Policy and Corporate Strategy (602)	
	P R					
WED 18	A D		Adip Roy (XXIV-XXV) Business Policy and Corporate Strategy (602) 1100-1300 hrs		Saumya Baijal (I-II) Guest Session (603) 1400-1630 Hrs	
	P R				Ananya Mehta (XII-XIII) IICCP (503)	
THU 19	A D		Snehal Galande (III-IV) Project (503)		Saumya Baijal (III-IV) Guest Session (603)	
	P R		Jaideep Kumar (IX-X) Design Tools IV (CL)		Vidyabhushan Arya (IV) MCR V (CA) 602	Snehal Galande (IV) Project (503)
FRI 20	A D	Democracy Wall (I-V) Auditorium (Reporting at 0930 hrs)				
	P R					
SAT 21	A D	Vaividhya				
	P R					

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Dr. Sreeram Gopalkrishnan
Director, SCMC

Guest Log_Saumya Baijal

Sr. No.	Date	Name of Guest Faculty	Topic covered	Time	Total hrs	Batch & Sem	Sign
*	28/6/18	Sumedh Natu	Digital Media Virality	11:00 to 1:15	2	2020 sem II MC	
	28/6/18	Sumedh Natu	Short format Comedy.	2:30 to 4:45	2	2020 sem III MC	
* N/A	13/7/18	Aliyeh Asghar	Interactive session on Communication & Production	11:15 to 2:30	3	P 2019 SEMI AV	
*	13/7/18	Nipun Sood	Advertising To Millennials	2:30 to 4:45	2	2019 VI AD	
*	16/7/18	Maheshwar Bhadane	Introduction to digital video production	2:30 to 4:45	2	2019 VI AV	
*	18/7/18	Saumya Baijal	Gender & Advertising	2:00 to 4:30	2	2019 VI AD	
	19.7.18	Saumya Baijal	Writing a Creative Brief	11:00 to 1:15	2	2020 sem III CM	

Photograph_Saumya Baijal



Coordinates-

18.5663° N, 73.9076° E

Location-

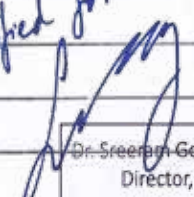
Symbiosis Centre for Media & Communication
Symbiosis Campus, Symbiosis Road, Viman Nagar,
Pune, Maharashtra 411014

Verified for NAAC

[Signature]
Dr. Sreenidhi Gopalkrishnan
Director, SCMC

ATTENDANCE SHEET SCMC BATCH OF 2016-'19 ADVERTISING

R #	Name	Ms. Saumya Baijal Guest Lecture		Date	Time
		Date 19/11/18 Time 2:30-3:30	Date 19/11/18 Time 3:45-4:45		
1603	Ira Gopal	Iragopal	Iragopal		
1605	Pracheta Jain	Pracheta	Pracheta		
1607	Sukrit Arora	Sukrit	Sukrit		
1608	Yurika Mital	Yurika	Yurika		
1609	Johanna Israni	Jisrani	Jisrani		
1613	Malvika Sharma				
1620	Ansh Pherwani	Ansh	Ansh		
1622	Disha Hans	Disha	Disha		
1627	Shreevar Chhotaria	Shreevar	Shreevar		
1629	Ayushi Sheth	Ayushi	Ayushi		
1630	Mahima Ganesh	Mahima	Mahima		
1631	Ankita Chawla	Ankita	Ankita		
1635	Samah Kochhar	Samah	Samah		
1637	Pooja Bhattad	Pooja	Pooja		
1641	Kangan Kher	Kangan	Kangan		
1643	Rohan Das	Rohan	Rohan		
1644	Anushka DasSharma	Anushka	Anushka		
1646	Ashwin Lawanghare	Ashwin	Ashwin		
1648	Rushali Rastogi	Rushali	Rushali		
1658	Ishita Singhal	Ishita	Ishita		
1660	Saransh Anand	Saransh	Saransh		

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 Director, SCMC

1670	Nikita Barve	Nikita	Nikita		
1672	Prachi Shevgaonkar	Prachi	Prachi		
1677	Yogyata Joshi	Yogyata	Yogyata		
1681	Swati Singh	Swati	Swati		
1682	Simran Kulkarni	Simran	Simran		
1703	Greeshma Gopakumar	Greeshma	Greeshma		
1704	Aishwarya Mani	Aishwarya	Aishwarya		
1705	Noreen Shah	Noreen	Noreen		
1706	Harsha Balwani	Harsha	Harsha		
1711	Ashna Jose	Ashna	Ashna		
1717	Amol Jacob	Amol	Amol		
1727	Aisha Tungekar	Aisha	Aisha		
1731	Kadambari Zokarkar	Kadambari	Kadambari		
1732	Chaitra Taori	Chaitra	Chaitra		
1736	Archisha Sinha				
1738	Tanisha Mukhi	Tanisha	Tanisha		
1739	Sakshi Sancheti				
1745	Indrani Yadkikar				

Signature count

35

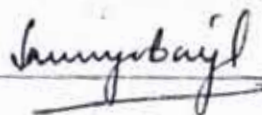
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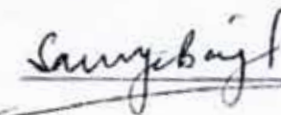
Head count

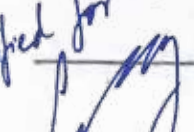
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Signature of Resource Person :





Verified for NAAC

 Dr. Sreeram Gopalkrishnan
 Director, SCMC



SYMBIOSIS CENTRE FOR MEDIA & COMMUNICATION

Department of Symbiosis International (Deemed University)

(Established under Section 3 of the UGC Act 1956)

Re-Accredited by NAAC with 'A' grade | Awarded Category – I by UGC

Founder: Prof. Dr. S. B. Mujumdar, M.Sc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Not Just another Guest Lecture

Four hours, not a second of boredom and none spared of thought provoking perceptions.

People, these days, talk about Gender Coding and Women Empowerment all the time. Is 'Feminism' an over-exploited word that is, most often, misunderstood? Ms. Soumya Baijal, Associate Vice President of Strategy at Lowe Lintas got such an overwhelmingly positive response from the Advertising Batch, on the first day that she was called back, the very next day.

'A staunch feminist', as she calls herself, on 18th July, 2018, Ms. Baijal decoded several Indian advertisements. These had brought to clients big and successful numbers but simultaneously dug the graves for responsible and evolving advertising. She emphasised that 'How you sell is equally important as what you sell.'

As a batch, the students questioned the minute details in advertisements of known brands.

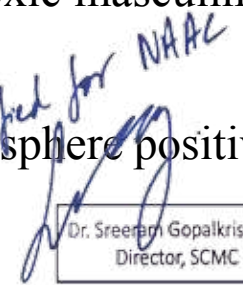
'Why do Jeevansaathi.com advertisements subtly enforce that women need to have a certain kind perfection to be eligible for marriage?'

'Why are women objectified in advertisements that speak of the female desire?' – a hilarious attempt to show the supposed progress in thought.

'Why was it #ShareTheLoad and not #YourLoadToo?' Sure Cannes winners aren't always perfect.

But just when you thought that it was all about women, you were proved wrong. The class discussed how Axe was changing its 'chick-magnet' positioning and encouraging men to find comfort in their skins. Display of emotions from men was getting normalised in media, as shown in feature films like 'Tumhari Sullu' and toxic masculinity from 'Padmavat' was receiving criticism from several ends.

A strong, outspoken and compassionate speaker, Ms. Baijal welcomed questions and kept the atmosphere positive, unbiased and empowering.

Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

Feedback_Saumya Baijal

Batch 2019 Semester V Specialisation AD Roll No 1608
 (Evaluate on the scale of 1 to 9)

Faculty Name	Content	Presentation	Contribution to Existing Knowledge / Perspective	Interactivity / Addressing of doubts & queries	Punctuality / Adherence to existing syllabus
Saumya Baijal	7	7.5	7.5	8	8

Batch 2019 Semester V Specialisation AD Roll No 1646
 (Evaluate on the scale of 1 to 9)

Faculty Name	Content	Presentation	Contribution to Existing Knowledge / Perspective	Interactivity / Addressing of doubts & queries	Punctuality / Adherence to existing syllabus
Saumya Baijal	9	9	9	9	9

Verified for NAAC
 Dr. Sreeram Gopalkrishnan
 Director, SCMC

Payment_Saumya Baijal

01-08-2018	49101131 - Salary Teaching Staff	Purchase - SCMC	SCMC/Purchase/18-19/0450	6000.0
	<i>Being Honorarium payable to guest faculty of SCMC for the dated 28.06.2018, as per approval. attached.</i>			
22-08-2018	49101131 - Salary Teaching Staff	Purchase - SCMC	SCMC/Purchase/18-19/0550	3000.0
	<i>Being Honorarium payable to guest faculty of SCMC for the dated 23.07.2018, as per approval. attached.</i>			
22-08-2018	49101131 - Salary Teaching Staff	Purchase - SCMC	SCMC/Purchase/18-19/0551	9000.0
	<i>Being Honorarium payable to guest faculty of SCMC for the dated 18.07.2018 & 19.07.2018. as per approval. attached.</i>			
22-08-2018	49101131 - Salary Teaching Staff	Purchase - SCMC	SCMC/Purchase/18-19/0552	3000.0
	<i>Being Honorarium payable to guest faculty of SCMC for the dated 23.07.2018. as per approval. attached.</i>			
22-08-2018	49101131 - Salary Teaching Staff	Purchase - SCMC	SCMC/Purchase/18-19/0553	3000.0
	<i>Being Honorarium payable to guest faculty of SCMC for the dated 16.07.2018. as per approval. attached.</i>			
30-08-2018	49101131 - Salary Teaching Staff	Purchase - SCMC	SCMC/Purchase/18-19/0579	3000.0

Verified for NAAC
 Dr. Sreeram Gopalkrishnan
 Director, SCMC

4/22/2020

Symbiosis Centre of Media and Communication Mail - Fwd: timetable



Nishita Jain <nishita.jain@scmc.edu.in>

Fwd: timetable

Swapnil Yadav <swapnil.yadav@scmc.edu.in>

Tue, Apr 21, 2020 at 4:13 PM

To: Nishita Jain <nishita.jain@scmc.edu.in>

PFA..... Smruti Koppikar.

----- Forwarded message -----

From: **Swapnil Yadav** <swapnil.yadav@scmc.edu.in>

Date: Sat, Mar 9, 2019 at 1:03 PM

Subject: Fwd: timetable

To: Batch 2021 <21@scmc.edu.in>

P.F.A Time Table for next week

[Quoted text hidden]



Time Table (FY).xlsx

13K

Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

Time-Table_Smrti Koppikar

MARCH 11 -16, 2019

TIME TABLE – SEMESTER II, BATCH OF 2021

DAY/TIME		0930-1030 hours	1045-1145 hours	1200-1300 hours	1400-1500 hours	1515-1615 hours
MON 11	A	Jenson Joseph,Dr (XXIV)	Smrti Koppikar (XIII-XIV)		Kavitha Iyer (XX-XXI)	
	B	ItB&UM (504)	ItSCC (501) MANDATORY ATTENDANCE		Intro to Advertising (504)	
	C	Amitabh DasGupta (XX)	Kavitha Iyer (XIX-XX)		Smrti Koppikar (XIII-XIV)	
	D	Intro to Journalism (501)	Intro to Advertising (504)		ItSCC (501) MANDATORY ATTENDANCE	
TUE 12	A		Aviini Ashikho (XVI-XVII)		Kavitha Iyer (XXII)	Sagar Kamath (XXIII)
	B		Introduction to Public Relations (504)		Intro to Advertising (501)	Gol-Phttfol (501)
	C		Jenson Joseph,Dr (XXIV)	Kavitha Iyer (XXI)	Aviini Ashikho (XVI-XVII)	
	D		ItB&UM (501)	Intro to Advertising (501)	Introduction to Public Relations (504)	
WED 13	A	Jenson Joseph,Dr (XXV)	Anjali Monterio (XV-XVI)		Jaideep Kumar (XIX-XX) Design Tools I (Comp Lab)	
	B	ItB&UM (504)	ItSCC (501) MANDATORY ATTENDANCE		Practical B-X (Library / PL)	
	C	Amitabh DasGupta (XXI)	Sagar Kamath (XXIV)	Kavitha Iyer (XXII)	Anjali Monterio (XV-XVI)	
	D	Intro to Journalism (501)	Gol-Phttfol (504)	Intro to Advertising (504)	ItSCC (501) MANDATORY ATTENDANCE	
THU 14	A	Amitabh DasGupta (XXIII)	Sagar Kamath (XXIV)	Kavitha Iyer (XXIII)	Media Content Review II (501)	
	B	Intro to Journalism (501)	Gol-Phttfol (504)	Intro to Advertising (501)	Practical C-X (Library / PL)	
	C	Jenson Joseph,Dr (XXV)	Shirin Abbas (XXII)	Sagar Kamath (XXV)	Jaideep Kumar (XVII-XVIII) Design Tools I (Comp Lab)	
	D	ItB&UM (504)	Intro to Journalism (501)	Gol-Phttfol (504)		
FRI 15	A	Jenson Joseph,Dr (XXVI)	Ananya Mehta (XII)	Shirin Abbas (XXII)	Geeta Seshu (XVII-XVIII)	
	B	ItB&UM (501)	Introduction to PR (504)	Intro to Journalism (504)	ItSCC (501) MANDATORY ATTENDANCE	
	C	Amitabh DasGupta (XXIII)	Geeta Seshu (XVII-XVIII)		Sunando Kundu (I-II) (Intro to Biz Com) (604)	
	D	Intro to Journalism (504)	ItSCC (501) MANDATORY ATTENDANCE		Jaideep Kumar (XIX-XX) Design Tools I (Comp Lab)	
SAT 16	A	Ananya Mehta (XIII)	Rohit James (XXI-XXII)		Sunando Kundu (XXIII-XXIV)	
	B	Introduction to PR (504)	Introduction to Audio-Visual Communication (501)		Introduction to Business Communication (504)	
	C	Vidyabhushan Arya (XII)	Sunando Kundu (XXIII-XXIV)		Rohit James (XXI-XXII)	
	D	MCR II (501)	Introduction to Business Communication (504)		Introduction to Audio-Visual Communication (501)	

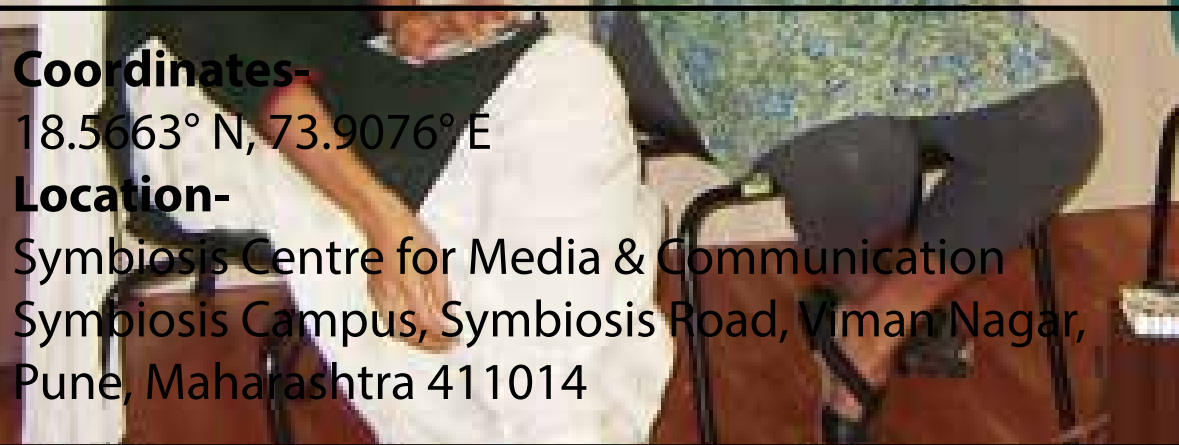
Photograph_Smruti Koppikar

Coordinates-

18.5663° N, 73.9076° E

Location-

Symbiosis Centre for Media & Communication
Symbiosis Campus, Symbiosis Road, Viman Nagar,
Pune, Maharashtra 411014



Dr. Smruti Koppikar
Director, SEMC

Done
X

Smruati Koppikar

SCMC BATCH OF 2018-'21 GROUP A ATTENDANCE SHEET Date : 11/3/19

R #	Name	Time 10:45-11:45	Time 12:00-1:00	Time
2004	Saundarya Bhagtani	✓	✓	
2005	Dhwani Bhargava	✓	✓	
2011	Anushka Mehra	✓	✓	
2014	Joanna Dias	✓	✓	
2015	Ritika Patni	✓	✓	
2019	Adisha Bansal	✓	✓	
2021	Neha Pophale	✓	✓	
2026	Urvi Shetye	✓	✓	
2028	Shradhdha Das	✓	✓	
2039	Srijan Chakrabarty	✓	✓	
2046	Sahinya Sundaresan	✓	✓	
2050	Aayushmita Bhattacharjee	✓	✓	
2052	Anushka Ghadigaonkar	✓	✓	
2058	Jessica Singh	✓	✓	
2067	Priyal Jain	✓	✓	
2079	Mallika Mansuri	✓	✓	
2083	Rounak Bhat	✓	✓	
2087	Prasenjit Sripesh	✓	✓	
2091	Shreyoshee Haider	✓	✓	
2094	Esha Suryawanshi	✓	✓	

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Director, SCMC

2098	Yash Charbhe	✓	✓	
2099	Kaushal Kalawat	✓	✓	
2103	Prabhakar Paswan	✓	✓	
2110	Karen Bhushan	✓	✓	
2112	Monika Rani	✓	✓	
2113	Akash Bando	✓	✓	
2117	Inshirah Kazi	✓	✓	
2118	Shreya Pradeep	✓	✓	
2125	Hamsini Narasimhan	✓	✓	
2130	Muskan Kaur	✓	✓	
2133	Khadeja Zakariya	✓	✓	
2137	Liora Bhite	✓	✓	
2141	Devansh Kotak	✓	✓	
2142	Rohit Nair	✓	✓	
2144	Clio Sasi	✓	✓	

Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

Signature of Resource Person :

2074	Patricia Basu	✓	✓	
2076	Shreya Fotedar	✓	✓	
2077	Arsha Dewan	✓	✓	
2084	Alisha Pagay	✓	✓	
2092	Praneet Ghosh	✓	✓	
2102	Snigdha Mudi	✓	✓	
2104	Aditi Chavan	✓	✓	
2105	K Vishal Rao	✓	✓	
2109	Samden Lama	✓	✓	
2116	Anupama Menon	✓	✓	
2119	Sonal Agarwal	✓	✓	
2120	Rhea Vinod	✓	✓	
2123	Sanjay Nair	✓	✓	
2132	Ngawang Zangmo	✓	✓	
2138	Arjun Singla	✓	✓	
2139	Riddhi Gopalani	✓	✓	

Verified for NAAC

Dr. Sreeram Gopalkrishnan
Director, SCMC

Signature of Resource Person :



SYMBIOSIS CENTRE FOR MEDIA & COMMUNICATION

Department of Symbiosis International (Deemed University)

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Founder: Prof. Dr. S. B. Mujumdar, M.Sc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Smruti Koppikar

With Nearly 30 years of reporting, comment-writing and speaking on current affairs. Special focus on how politics affects policy, gender and development issues, and urban affairs. She has Worked in Hindustan Times, Outlook, The Indian Express, India Today, The Statesman, The Independent (now transmuted), The Indian Post (now defunct), trained at The Sunday Observer. Reported and wrote on the 1992-93 post-Babri riots in Bombay, Latur earthquake, Gujarat riots, and every election since 1991, the Enron phenomenon and debacle, the influence of the underworld on Mumbai life, women in the city, inequality in the city, and the politics of it all. Her focus is Stories on politics and politicians, social justice issues, environment and development stories, infra-structure and livelihood stories, land-grab, housing, work and migration among other subjects.

She Write the weekly column #MumbaiNama on the city's people, issues and news for Hindustan Times. Available online and appears in the print edition every Thursday. She was the Driver of the campaign "Make Mumbai Safer" for women's safety in Hindustan Times in late 2013-early 2014. Worked on the special HT@90 anniversary edition pegged as the collector's edition and the Change-makers Awards. At SCMC her presence was invaluable as she focused on issues related to Inequalities of income and livelihoods: Income disparities in India are growing along with a growing gap in access to employment with special focus on Gender inequality. Examples of how the media is covering this field, and guidelines on some of the methods / sources to research these subjects for the media.

Dr. Sreeram Gopalkrishnan
Director, SCMC

THANK YOU FOR VISITING AND IMPARTING KNOWLEDGE

AT

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

We would appreciate your feedback so we can learn from it.

• INTERACTION WITH STUDENTS:

VERY GOOD, THEY HAD MANY QUESTIONS,
I SPENT 15-20 MINUTES ANSWERING QUESTIONS,
THEY WANT TO STAY IN TOUCH.

• OVERALL EXPERIENCE:

VERY GOOD. WELL ARRANGED.

• PROBLEMS FACED:

• ANY SUGGESTIONS:

Thank you, once again.

FACULTY NAME: SMRUTI KOPPIKAR

DATE: 11/03/2019

SIGNATURE:

Koppikar

Verified for NAAC

[Signature]

Dr. Sreeram Gopalkrishnan
Director, SCMC

Payment_Smruiti Koppikar

Symbiosis Centre for Media & Communication

Symbiosis Viman Nagar Campus,
Survey No. 231 Off New Airport Road
Viman Nagar, Pune

24427107 - Samruiti Koppikar

Ledger Account

1-Apr-2019 to 3-Jun-2019

Date	Particulars	Vch Type	Vch No.	Debit	Credit
08-04-2019	Dr 49101131 - Salary Teaching Staff <i>Being honorarium payable to guest faculty of SCMC for the month March 2019. as per approval. attached.</i>	Purchase - SCMC	SCMC/Purchase/19/20/0038 By Sreedhar Ganeshkrishnan Director, SCMC		8000.00

Verified for NAAC